



THE HISTORICAL SOCIETY OF HADDONFIELD

Greenfield Hall

Vol. 34 No. 4

343 Kings Highway East, Haddonfield, NJ 08033

October, 1990

GENERAL MEETING - NOVEMBER 15, 1990

For this next meeting we have scheduled a very delightful speaker who is already known to many of our members, Edith Holle. Ms. Holle is the librarian of the Gloucester County Historical Society and has spoken at the Society previously. A native of Woodbury, New Jersey, Ms. Holle has a very special interest in the history of South Jersey as well as genealogy and has devoted considerable time to research in these areas.

At our upcoming meeting, which will be at Greenfield Hall and begin at 8 P.M., Ms. Holle will share with us the information she has gathered regarding "Christmas of Yesteryear in South Jersey". Assisted by her collection of Christmas artifacts, she will discuss how the people of South Jersey during the 18th, 19th and early 20th centuries celebrated this special holiday. Please join us!

NEW MEMBERS RECEPTION

As you know, we are in the midst of a very aggressive campaign to increase our membership. Our hopes are high that each member of the Society will enlist at least one friend to join us this year. On Sunday, November 4, 1990, at 2 P.M. we will be hosting a New Members Reception at Greenfield Hall. In honor of this event, a special exhibit of women's fashions from 1850 through 1930 has been prepared by our new Exhibits Chairman, Bob Evans. Besides our new members, please remember that the enlisting member is also invited to attend. So, sign up a friend soon!

PAINTING ANYONE?

Just as our Uncle Sam is looking for a few good men and women so is the HSH!

This fall we are hoping to have the plaster on both the second and third floors repaired. While our rather tight budget will stretch enough for this and the necessary paint to cover the replastering, it unfortunately does not allow for the labor costs of a painter. Therefore, we are making a special offer to any members who are willing to join us in the task of getting these floors painted: you help with the job and at day's end you will be our guest for a casual, yet very delicious, Italian dinner at Kathy Tassini's. If interested, call Kathy at 429-2462 or Mickey Mack at 795-6823.

AUCTION REPORT

Over 100 people gathered under sunny skies this past October 6 on the grounds of Greenfield Hall for our Country Auction. Under the gentle persuasion of our able auctioneers Frank Moore and Bill Reynolds the 62 bidders purchased goods ranging from as little as \$1 to a beautiful sampler for \$270. Our gross receipts of \$4,579 represents not only donated auctioned items but also items sold on consignment, baked goods, hot dogs and commemoratives. The Society realized a net profit of \$3,722.

Congratulations and sincere thanks go to auction chairperson Kathryn Febish, her committee, who worked very hard and put in many hours to make this such a success, and our members and local merchants who donated the actual items for bidding. Please take a bow!

Dorothy Sherrerd - Woman's Committee

PRESIDENT'S CORNER

I want to thank the membership of the Historical Society for allowing me the privilege of serving as President for the past year. It has been a challenging and rewarding year, made pleasurable by the many new friendships made and old acquaintances renewed. The increasing active participation of many of our new members as well as the continued participation of so many long-time members bodes well for the continued success of the Society.

The Executive Council has been exceptionally supportive and enthusiastic regarding the programs and planning endeavors of the past year. I am extremely grateful for their counsel, enthusiasm and involvement.

We had great success with the Family History Seminars last spring and I hope that we will be able to continue to offer programs of this quality and interest in the future. For those involved in the Docent program, the opportunity to participate in some trips to other museums was a wonderful experience offered through the efforts of Caroline Moody and Debbie Troemner.

The Auction, held on Saturday, October 6th, under the able direction of Kathryn Febish and the Woman's Committee was a wonderful success. Thank you to all those who donated many hours of work both collecting articles for the Auction and working on the big day.

On Sunday, October 7th, the Society participated in the Grand Re-opening of Kings Highway by arranging for a display from our costume collection in the window of The Wardrobe and by distributing free balloons, encouraging membership in the Society, to the crowd gathered for this event. Special thanks to Andy Johnson, Cathy and Jim Chesbro, and a corps of Haddonfield young people for dispensing over one thousand balloons.

As we move into a new year with new officers and Executive Council members, I would like to encourage members to become actively involved with the Society's projects and committees. If time limits you there is still opportunity to help by volunteering for a few hours of work at the Village Fair. If you have an erratic schedule but would like to give some time, consider assisting Larry Hilbert as a helper in her enormous project of taking inventory and recording the Society's acquisitions. She can work our hours which are convenient for you.

Those of you with artistic or calligraphic ability might offer your talents to Bob Evans, our Exhibits Chairman who is hard at work planning an exhibit for November 4th.

Those members who like to "celebrate" might consider getting involved in planning for the 150th Birthday of Greenfield Hall in October of 1991.

Our elementary school programs need new docents interested in learning and sharing hands-on programs with Haddonfield's younger set. The time commitment is not enormous and it is fairly simple since most programs are given at Greenfield Hall over a one week period in the spring. It is also lots of fun.

Thank you again for all you have done to make this an exciting and enjoyable year.

Kathy Tassini

WOMAN'S COMMITTEE ANNOUNCES "HOLLY FESTIVAL '90"

With a successful auction now behind them, the Woman's Committee is making plans for the next fund raiser, the annual Holly Festival to be held on Saturday, December 15, from 10 AM until 2 PM at Greenfield Hall.

Besides the beautiful and ever popular boxwood balls, the committee advises they will also have available for sale an abundance of fresh holly from the holly grove of Mr. Howard Laurence.

The crafts for this event will be provided by a number of persons from the South Jersey area will be selling their diverse goods on a consignment basis. Some table space for consignees is still available and anyone who is interested should contact either:

Mary Jane Freedly at 428-2499

or

Dot Sherrerd at 429-4262.

WORLD WAR II MEMORABILIA

Next year commemorates the United States' actual involvement in World War II. We are hoping to have a series of special exhibits focusing on the war years from 1941-1945 as they affected the people of South Jersey. Our own collections in this area are limited and we need the help of our membership. Any war related artifacts, photographs, clothing (including non-uniformed fashions), letters and publications that you may be willing to donate on a permanent basis or loan temporarily would be greatly appreciated. If you can help, please call the Society at 429-7375 or Mickey Mack at 795-6823

OYSTERS - YESTERDAY'S FAST FOOD?

Oysters have ever been popular fare in South Jersey. Archeological studies have demonstrated that the Native Americans and subsequently the European settlers enjoyed oysters as part of their diet. Early in the 19th century, large Egg Harbor wagons loaded with clams, oysters and fish traveled the Egg Harbor Road to Berlin, Gibbsboro and then by way of the Berlin Road to Potter or Ellis Streets to Haddonfield, later, after a respite, to proceed to Camden and Philadelphia. Several trips a week from the shore kept Haddonfield villagers well supplied with fresh oysters.

It is documented in John Lewis Rowand's insurance records that John K. Roberts, scion of the Gill, Kay and Roberts families, owned in 1857 a three story frame tenant house on the north side of Main Street (where Colonial Avenue was later cut through). Rowand noted, "This building has been elevated about three feet and a basement of stone added and completely fitted up as an Oyster and Ice Cream Saloon...(the building is) Occupied as follows-Basement as an Oyster and Ice Cream Saloon-the 2^d floor partly as the Village Post Office and partly as a barber shop, the 3^d floor and back building as a dwelling and the fourth or attic as an Odd fellows Hall." This strange combination of foods is readily understood as a canny marketing strategy when it is remembered that oysters were not eaten in the months without an "r", May through August. These are the warmer days when ice cream is most welcome.

Rowand's records in 1872 describes Jacob P. Fowler's establishment on the northwest corner of Kings Highway East and Haddon Avenue. The first floor was used as a store with general merchandise, "the second as a place for public worship by the Presbyterian Church, and the third story by the Knights of Pythias as their place of Meeting. In the Store basements an Oyster Saloon is kept."

In 1877 Isaac Braddock moved the New Jersey State building of the Centennial Exposition of 1876 from Philadelphia to Main Street, Haddonfield just west of the former Gibbs Tavern. One of the early tenants of the first floor stores in the Jersey Building included Albert Watson who sold oysters. Later his store was occupied by Sterling's "Fish & Oysters". The Haddonfield News in its initial issue April 1, 1893 carried an advertisement for E.J. Parsel's "Haddonfield Oyster and Fish House", New Jersey Building, Main Street where he sold seafood and ran an oyster bar.

Other merchants also advertised in the neophyte paper. On April 8, 1893 M.A. Bowher at Main and Tanner Streets sold oysters, fish and clams "at shortest notice". His prime oysters were offered at \$1 per hundred. The following week Edward S. Harley advertised that he delivered fresh shad, oysters and fresh vegetables in Haddonfield on Tuesdays, Thursdays and Saturdays.

In response to the first issue of the Haddonfield News "E" wrote a Letter to the Editor from Mexico City on April 11, published in the paper April 22, 1893. In part he wrote, "Glancing down the page I notice 'Fish Oysters & Clams' advertised at Parsel's. What a hollow mockery are those words to one on the Mexican plateau. A few evenings since I found a restaurant that advertised 'Oysters in all varieties'-it should have said 'in all stages'-and eagerly entering ordered a large stew. The delay was so long that I inquired the cause, and was told that the oyster knife-in this instance, a can opener-was missing. Patience was at length rewarded with a large bowl of steaming milk, in which floated three infantile oysters. They had every appearance of having met death by drowning, being limp, bluish and gaseously distended as they turned over and over in the eddy of my spoon. I reverently drew the deceased ashore, embalmed them in such spices as the table afforded, and throwing all my surplus blood into that cerebral lobe wherein sits the imagination, I devoured them, with closed eyes, perched on a high stool in Parsel's, under the dear old Jersey Building. I carried my imagination so far as to lay twenty cents on the pay desk as I went out, but was roused from my reverie by a call for one dollar."....signed "E". A week later The Haddonfield News reported that "Reuben C. Edwards, who has been ill in Mexico, is on his way home, and is expected in Haddonfield to-night." Most likely Edwards was the homesick correspondent from Mexico.

It seems that oysters were a popular part of the diet in Haddonfield in the past. The oyster saloons also played a role in the business and social scene of the village over the years. Masculine camaraderie probably added to the popularity of the oyster bars which appear to have been usually located in store basements. We can imagine that gossip and politics and town affairs were topics of interest digested with yesteryear's fast food, the oyster.

Mary Jane Freedley
September 1990

THE HISTORICAL SOCIETY OF HADDONFIELD
Greenfield Hall
343 KING'S HIGHWAY EAST, HADDONFIELD, NEW JERSEY 08033

MEMBERSHIP APPLICATION

(1 NOVEMBER 1990 to 1 NOVEMBER 1991)

I (we) would like to join the Historical Society of Haddonfield. The type of membership desired is:

() Active - Single	\$ 12.50
() Active - Family	25.00
() Sustaining (per person)	35.00*
() Life Membership (per person)	250.00*
() Gift	_____*

Your name will be placed on our *Bulletin* mailing list, and a calendar of events will be mailed to you.

Names of Life Members will be placed on a plaque on display at *Greenfield Hall*.

Please return this form (name and address included) with your check made payable to the Historical Society of Haddonfield at the above address, marked Attention Membership Chairman.

I am interested in the following committees:

_____ Acquisitions	_____ Hospitality
_____ Building & Grounds	_____ Docents
_____ Education & Exhibits	_____ Library
_____ Publication/Bulletin	_____ Research
_____ Woman's Committee	_____ Membership
_____ Public Relations	_____ Finance

DATE: _____ TELEPHONE: _____

* Membership in excess of current dues and all gifts and bequests are deductible for Federal Income Tax purposes.

Please make any corrections as needed for our records:

THE HISTORIC SOCIETY OF HADDONFIELD
GREENFIELD HALL
343 Kings Highway East
Haddonfield, New Jersey 08033

Name:

Optional:

Address:

City:

State:

Zip:

1990 NOMINATIONS

President	Mickey Mack
First Vice President	
Second Vice President	Frank Demmerly
Fourth Vice President	Tom Applegate
Recording Secretary	Debby Troemner
Corresponding Secretary	Diane Snodgrass
Treasurer	Vivian Stauder
Trustees:	
Bob Evans	Gladys Bewley O'Brien
Harriet Monshaw Weldon	Ed Reeves

DINNER AT GREENFIELD HALL

Dinner in a grand style at Greenfield Hall became a reality on Saturday, September 29, 1990 when Agnes and Jim Madden, holders of the winning ticket from our June raffle, and eight of their guests dined in the back parlor, a room which was magically transformed into a most elegant dining room by Debbie Moore and her committee and embellished by several Victorian style floral arrangements donated by Stems and Wicks of Haddonfield.

Amid Battenburg lace, beautiful crystal, silver and china, our guests were treated to a very special dinner. After considerable research on Victorian dinners, a menu of vegetable consomme, oyster pie, stuffed beef tenderloin, sweet potatoes, petite peas (a Victorian favorite when canned), and a "Victorian dessert landscape" consisting of a trifle, frosted fruit, chocolate and nuts was lovingly prepared and served by society members Pam Chase, Leslie O'Neil Harris, Myra Kane, Mickey Mack, Diane Snodgrass and Kathy Tassini.

Much appreciation for this special fund raising event is owed to Debbie and her committee cooks and to Fran Lunsford and Nancy Webber who were responsible for organizing and executing this special dinner raffle in conjunction with this past Village Fair. Also a very special thanks goes out to our steadfast friends at The Owl's Tale, Bill Dillon and Louis LeCort, who donated the impressive raffle tickets which easily convinced each purchaser that he she was certainly going to be the winner!

"LOST HADDONFIELD"

The publication of "Lost Haddonfield" celebrated its first anniversary on September 15, 1990. Society member Charlesanna Fallstick, who is responsible for the distribution and sales of the book, reports that 2,050 copies have been sold. After expenses for the actual printing and initial promotion were satisfied, the Society has realized a profit of approximately \$12,750.

All proceeds go into the Book Fund and are used for materials which directly relate to Society publications. This year a slide projector and screen were purchased so that "Lost Haddonfield" authors Kathy Tassini and Doug Rauschenberger could present their book to other organizations and study groups in the area. Also, some preservation materials have been purchased.

Another purpose of the fund is to stimulate further publications by Society members. It is the Society's hope that we will be able to have at least one minor publication each year with its sites set on 1999 for its next major publication. This would coincide with the 85th anniversary of the Society as well as the turn of the century. Any members who think they might be interested in publishing are encouraged to present their ideas to the Executive Council.

MEMBERSHIP

The invitation and challenge included with your renewal notice is very important to the Society. We hope each member will bring in at least one new member as our new season begins.

Here are some suggestions which may help you elicit interest:

1. Tell your friends and neighbors about our programs, fairs, the annual candlelight dinner.
2. Show them our bulletin with its interesting historical accounts.
3. Explain how the Society encourages the young people in our community to become interested in history.
4. Extol the role of our wonderful volunteers.
5. Invite your friends to a meeting.
6. Arrange a tour of beautiful Greenfield Hall.

Our Society depends upon its membership fees to be able to continue to offer programs and to maintain Greenfield Hall. We're counting on YOU to help us remain an invaluable community resource.

Please respond with your name(s) as soon as possible so that you'll all be able to participate in the November 4th Reception for New Members.

Connie Reeves

GIFTS - The following gifts to the Society are acknowledged with great appreciation.

Miss Frances Elizabeth Peters

Mrs. Robert Evans

Mrs. Norman Cutts

Charles & Evelyn McCloy

DeWitt Kay in memory of Mabel Kay

Mrs. Albert Hamilton

Haddonfield Masonic Lodge #130

Mr. & Mrs. Charles H. Evans

R. John Danenhower and
Elizabeth D. Rhoads in memory

of Martha K. Goettelmann

Wayne Kay

We also gratefully acknowledge donations which have been received in memory of Eleanore Alff, Ruth Slavin, Elizabeth Hopkins
Lenhart and Elizabeth England Mack.

English ceramic tea set

Four Books and one map relating to Haddonfield

Books by James A. Pennypacker - *The Vanderloon Twins*

Book: *The Jersey Devil* by James F. McCloy & Ray Miller, Jr.

Book: *Godey's Lady's Book*, 1852

300th Anniversary Pageant lady's cap, 1920 cigarette holder

Book: *History of Freemasonry in New Jersey* and a monetary
donation for *Lost Haddonfield* program

Framed lithograph of George Washington dated 1852

Five antique buttermolds

Scrapbook of Haddonfield Happenings - '40's, '50's

Larry Hilbert - Acquisitions

The Historical Society of Haddonfield

343 Kings Highway East

Haddonfield, New Jersey 08033

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HADDONFIELD NJ 08033

IT'S ONLY OCTOBER.....

BUT.....here's a holiday suggestion!!!!

Make Christmas shopping easy this year. Give memberships to the Society.

Your gifts - the membership cards - can be sent to you for holiday
distribution, OR, if you prefer, we will mail the cards to your recipients
approximately two weeks before Christmas.

A quick solution to shopping woes.

A gift which will be appreciated throughout the year.